

Subject: Re: 8.50 Fortnite iOS Build Submission
From: "Mike Schmid" [REDACTED]
Received(Date): Thu, 25 Apr 2019 15:53:15 +0000
To: "David Dobrin" [REDACTED]
Date: Thu, 25 Apr 2019 15:53:15 +0000

Agreed! If we want more games to treat us a legitimate games platform, we gotta move to a more reasonable system with a shorter SLA - at least in line with the other major platforms.

You around later today for a call?

Mike Schmid | App Store | [REDACTED] | One Apple Park Way, Cupertino, CA 95014

On Apr 25, 2019, at 8:52 AM, David Dobrin [REDACTED] wrote:

I hear ya. I can't believe we are relying on an indexer to push data live....in 2019.

Let me know when you want to chat. Ideally I want to let stuff play out and as they get close to the 24 hr period I can then use those as leverage to keep pestering engineering on the shortcomings of the indexer system.

david

On Apr 25, 2019, at 8:18 AM, Mike Schmid [REDACTED] wrote:

Hey David,
Sorry should have added the Adam ID.

It's not a bug fix but a major promotion (avengers in game) and we are planning to promote it with the store turn this afternoon. We can hold on intervention for now but if it bleeds into noon I'd ask you to intervene if possible.

Would love to have a longer chat about helping them plan. The way propagation works on other platforms makes it especially tricky.

Thanks for looking into it.

Schmid

Sent from my iPhone

On Apr 25, 2019, at 7:59 AM, David Dobrin [REDACTED] wrote:

Found the adam ID in an old email. [REDACTED]
So they released this morning at 1:48 am PST. I'm going to keep an eye on it, but I don't want

to intervene.

If they want something to go live 5am EST (2am PST) they should not be releasing a few minutes before. Please remind them release can take up to 24 hrs to show on the store. Is this a critical bug fix release? if this is not a critical bug fix release I want to let the system run it's course and not set unrealistic expectation of them.

Let me know your thoughts.

david

On Apr 25, 2019, at 7:42 AM, David Dobrin [REDACTED] wrote:

Is there an Adam Id ?

david

On Apr 25, 2019, at 6:27 AM, Mike Schmid [REDACTED] wrote:

Hey Dave,

This is a big one so if you can keep your eye out for any larger propagation concerns today it would be super appreciated.

Thanks,
Schmid

Sent from my iPhone

Begin forwarded message:

From: Alec Shobin [REDACTED]

Date: April 25, 2019 at 5:15:32 AM PDT

To: Nat Parkinson [REDACTED]

Cc: Hazel Kelly [REDACTED], Paul Ramsbottom [REDACTED],

Mark Grimm [REDACTED], Mike Schmid [REDACTED], Brad

Cummings [REDACTED], fn-release [REDACTED],

Marc Hutcheson [REDACTED]

Subject: Re: 8.50 Fortnite iOS Build Submission

Apple team: it looks like the new Avengers update hasn't propagated yet. Let us know if there's anything we can do to help speed things up.

Thank you!

On Apr 23, 2019, at 7:24 PM, Nat Parkinson [REDACTED] wrote:

Hey Everyone,

The 8.50 build has been uploaded through AppStoreConnect. Release is still slated for 4/25 at

5 AM EST. I'll let you know if anything changes.

Thanks,
-Nat

On Mon, Apr 22, 2019 at 3:15 PM Hazel Kelly [REDACTED] wrote:

Hi Paul.

Rest assured, we wouldn't delay the submission of an iOS build for any reason, As soon as we have the final build in our hands, our priority is to submit up to AppStoreConnect for review. Apologies if any other impression was ever given to you or your team.

Thanks,
Hazel

On Mon, Apr 22, 2019 at 3:05 PM 'Paul Ramsbottom' [REDACTED] [REDACTED]

[REDACTED] wrote:

Standing by. Please prioritize submission of the iOS build wherever possible. Submitting the iOS build before your other valued platforms will reduce latency and ensure smooth release timings. Please help me help you in this regard.

Paul.

On Apr 22, 2019, at 12:02 PM, Nat Parkinson [REDACTED] wrote:

Hey everyone,

Following up on this being a significant update, as its been publicly announced, this update contains the Avengers limited time mode event. Since this is time sensitive its important for us that we get this out on time if at all feasible.

We are doing everything we can to try and submit as early as possible to give you guys more time to review. Feel free to let us know if there is anything else we can provide to help.

Thanks,
-Nat

On Fri, Apr 19, 2019 at 4:24 PM Nat Parkinson [REDACTED] wrote:

Hey Everyone,

We are targeting a submission day of Tuesday 4/23 for the 8.50 build.
Release is slated for Thursday 4/25. If either of these times change I will let you know.

It is expected that this build will require downtime and current plan is to force players onto this version immediately.

This is an especially significant update so if there is anything additionally we can provide to assist in the review process let us know.

Thanks,
-Nat